

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

CLIENT: JOE HECK FOR CONGRESS2012 SC=*

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	6A-7A		:30	\$400.00	08/23-08/23	1	1	1	\$400.00	
		Buyline Comment: 6A NEWS										
	2	TU,TH	6A-7A		:30	\$400.00	08/28-08/30	2	1	2	\$800.00	
		Buyline Comment: 6A NEWS										
	3	TH-F	7A-9A		:30	\$400.00	08/23-08/24	2	1	2	\$800.00	
		Buyline Comment: GD MRN AMR										
	4	M-F	7A-9A		:30	\$400.00	08/27-08/31	5	1	5	\$2,000.00	
		Buyline Comment: GD MRN AMR										
	5	F	9A-10A		:30	\$150.00	08/24-08/24	1	1	1	\$150.00	
		Buyline Comment: MORNING BLEND										
	6	M,W	9A-10A		:30	\$150.00	08/27-08/29	2	1	2	\$300.00	
		Buyline Comment: MORNING BLEND										
	7	TH	10A-11A		:30	\$450.00	08/23-08/23	1	1	1	\$450.00	
		Buyline Comment: THE VIEW										
	8	M-W	10A-11A		:30	\$450.00	08/27-08/29	3	1	3	\$1,350.00	
		Buyline Comment: THE VIEW										

Station KTNV-TV LAS VEGAS, NV
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK
Estimate# 2622
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2622
Flight Dates 08/23/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	TH	11A-12P		:30	\$300.00	08/23-08/23	1	1	1	\$300.00	
				Buyline Comment: 11A NEWS								
	10	M,W-TH	11A-12P		:30	\$300.00	08/27-08/30	3	1	3	\$900.00	
				Buyline Comment: 11A NEWS								
	11	TH	3P-330P		:30	\$200.00	08/23-08/23	1	1	1	\$200.00	
				Buyline Comment: MILLIONAIRE								
	12	M,W-TH	3P-330P		:30	\$200.00	08/27-08/30	3	1	3	\$600.00	
				Buyline Comment: MILLIONAIRE								
	13	TH	330P-4P		:30	\$250.00	08/23-08/23	1	1	1	\$250.00	
				Buyline Comment: NEWS								
	14	TH	5P-530P		:30	\$350.00	08/23-08/23	1	1	1	\$350.00	
				Buyline Comment: 5P NEWS								
	15	M-TH	5P-530P		:30	\$350.00	08/27-08/30	4	1	4	\$1,400.00	
				Buyline Comment: 5P NEWS								
	16	TH	6P-630P		:30	\$500.00	08/23-08/23	1	1	1	\$500.00	
				Buyline Comment: 6P NEWS								
	17	TH	730P-8P		:30	\$350.00	08/23-08/23	1	1	1	\$350.00	
				Buyline Comment: MILLIONAIRE								
	18	TH	11P-1135P		:30	\$850.00	08/23-08/23	1	1	1	\$850.00	
				Buyline Comment: 11P NEWS								
	19	M-F	11P-1135P		:30	\$850.00	08/27-08/31	5	1	5	\$4,250.00	
				Buyline Comment: 11P NEWS								

Station KTNV-TV LAS VEGAS, NV Agency () STRATEGIC MEDIA PLACEMENT Rep Firm
Advertiser () .JOE HECK 4 CONGRESS 7669 STAGERS LOOP Sales Office () PHILADELPHIA
Product JOE HECK DELAWARE, OH 43015 Salesperson () ANJIE BRADY
Estimate# 2622 Agency C/P1/P2/E //2622
Buyer WHITNEY EVERSOLE Flight Dates 08/23/2012 - 09/03/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TH	1135P-1205A		:30	\$400.00	08/23-08/23	1	1	1	\$400.00	
				Buyline Comment: ABC NITELINE								
	21	M-F	1135P-1205A		:30	\$400.00	08/27-08/31	5	1	5	\$2,000.00	
				Buyline Comment: ABC NITELINE								
	22	SA	7A-8A		:30	\$350.00	08/25-08/25	1	1	1	\$350.00	
				Buyline Comment: GD MRN SAT								
	23	SA	7A-8A		:30	\$350.00	09/01-09/01	1	1	1	\$350.00	
				Buyline Comment: GD MRN SAT								
	24	SA	6P-630P		:30	\$350.00	08/25-08/25	1	1	1	\$350.00	
				Buyline Comment: NEWS								
	25	SA	11P-1135P		:30	\$750.00	08/25-08/25	1	1	1	\$750.00	
				Buyline Comment: 11P NEWS								
	26	SU	6A-7A		:30	\$350.00	08/26-08/26	1	1	1	\$350.00	
				Buyline Comment: 6A NEWS SUN								
	27	SU	6A-7A		:30	\$350.00	09/02-09/02	1	1	1	\$350.00	
				Buyline Comment: 6A NEWS SUN								
	28	SU	8A-9A		:30	\$350.00	08/26-08/26	1	1	1	\$350.00	
				Buyline Comment: 8A NEWS								
	29	SU	8A-9A		:30	\$350.00	09/02-09/02	1	1	1	\$350.00	
				Buyline Comment: 8A NEWS								
	30	SU	6P-630P		:30	\$350.00	08/26-08/26	1	1	1	\$350.00	
				Buyline Comment: 6P NEWS								

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Advertiser	() JOE HECK 4 CONGRESS					7669 STAGERS LOOP				Sales Office () PHILADELPHIA			
Product	JOE HECK					DELAWARE, OH 43015				Salesperson () ANJIE BRADY			
Estimate#	2622				Agency C/P1/P2/E	//2622							
Buyer	WHITNEY EVERSOLE				Flight Dates	08/23/2012 - 09/03/2012				Salesperson Phone#		215-567-6005	
Phone#					Hiatus Weeks					Salesperson FAX#		215-567-5938	
Fax#													
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	31	SU	6P-630P		:30	\$350.00	09/02-09/02	1	1	1	\$350.00		
				Buyline Comment: 6P NEWS									

---REPORT TOTALS---

Report Totals: 55 / \$22,500.00

---SALES MONTHLY TOTALS---

Aug 12: 19 / \$7,500.00 Sep 12: 36 / \$15,000.00

Sales Totals: 55 / \$22,500.00

Station Totals: 55 / \$22,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$75,000	KBLR	0%	KLAS	42%	KSNV	23%	KTNV	29%	KTUD	1%
		KVCW	1%	KVMY	4%	KVVU	0%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE